

**ABSTRACT**

A system and method for wireless activation of a target. A communication device transmits an ID associated with the target to a network operations center. The network operations center provides an activation signal to the communication device. The communication device wirelessly transmits an acoustic activation signal to a nearby activation device. The activation device is positioned proximate the target and causes a change in at least one physical property of the target. The target may be an optical media containing an electrochromic material with optical properties that change on application of an electric signal.